



ADVERTISING CONTRACT

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Roberto S. Oca corner Railroad Sts., Port Area, Manila • Tel nos. 527-7901 to 15 • Advertising Dept. 527-2398, 527-3145 • Fax no. 527-2397

Date: October 15, 2019

Business Style _____

Contract Ref. No. _____

TIN No. _____

We hereby authorize the publication of our advertisement in The Philippine STAR as follows:

Name of Advertiser CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS (CITEM)

"OPENS TOMORROW AD" (Manila Fame October 2019)

Product/Material Version _____

831-1265

Contact Person Luz Soriano Tel No. 0917-8219427 Fax No. 832-3965

Complete Billing Address : _____

EMAIL ADD. : loozoriano@yahoo.com

Based on specifications below

Insertion Date/s October 16, 2019 Wednesday

Ad Size/Color 9cols x 52 cm.

Section page/position MAIN Section ERHP page 3, 5, or 7

Rate/Col Cm P400.00

Surcharges +80% FC Surcharge
P336,960.00 less 40 % Discount

Cost /Insertion P202,176.00

Frequency 1x

Total Cost P226,437.12

Please Note AD SPACE/PAGE
SUBJECT TO AVAILABILITY

Please make cheque payable to:

Account name: PHILSTAR DAILY, INC.

BDO • 258-8012541

PNB • 1684-1000-5328

METROBANK • 151-3041623632

Advertising Desk Email: ads@philstarmedia.com

ADVERTISING RATES		
P 400.00/col.cm. (Mon-Sat) / P 460.00/col.cm.		
	Weekdays/Sat	Sunday
Full Page (9x52)	P187,200.00	P215,280.00
3/4 Page (9x40; 8x45)	144,000.00	165,600.00
1/2 Page (9x27; 6x40.5)	97,200.00	111,780.00
1/4 Page (5x24; 4x30)	48,000.00	55,200.00

*Rates subject to 12% VAT

Column = Cm.	Color Surcharge
1 col.= 3.8 cm. 6 col.= 19.72 cm.	+ one spot color + 30%
2 col.= 6.34 cm. 7 col.= 23.06 cm.	+ two spot color + 50%
3 col.= 9.69 cm. 8 col.= 26.41 cm.	Full color + 80%
4 col.= 13.03 cm. 9 col.= 29.75 cm.	
5 col.= 16.38 cm	

MECHANICAL SPECS	
Paper Size	31.74 cms. x 54.6 cms.
Printing Size	32 cms. x 52 cms.
No. of Columns	9 (nine)
Column Depth	52 cms.
Column Width	29.75 cms.

MANUSCRIPT DELIVERABLES	
Main, Sport, Business & Ent	2 days before issue date
Advanced Sec, Lifestyle, Supplement	4 days before issue date

Authorized by (Client):

PAULINA SUACO-JUAN

Executive Director

Printed Name of Authorized Representative

Signature of Authorized Representative

Accepted by (Publication):

EDNA ABONG (0917-572-9432)

Printed Name of Designated STAR Representative

Signature of Designated STAR Representative

Please accomplish and email contract to vgesanan@philstarmedia.com

draw buyao
MALERNA C. BUYAO
OIC, Controllorship Division
WITNESS